



Donald Cooper to Keynote RV Dealers International Convention/Expo Will Focus Strategies to Build Customer Value in Dealerships

Noted business consultant Donald Cooper will open the 2005 RV Dealers International Convention/Expo on Sept. 27 with a special keynote presentation titled "HumanMarketing: Four Powerful Steps to Creating a Customer-Focused Organization." This year's Convention/Expo, featuring the RV Learning Center, runs Sept. 27 - Sept. 30 at the Rio All-Suite Casino Resort in Las Vegas.

Fairfax, VA ([PRWEB](#)) May 11, 2005 -- Noted business consultant Donald Cooper will open the 2005 RV Dealers International Convention/Expo on Sept. 27 with a special keynote presentation titled "Human Marketing: Four Powerful Steps to Creating a Customer-Focused Organization." This year's Convention/Expo, featuring the RV Learning Center, runs Sept. 27 - Sept. 30 at the Rio All-Suite Casino Resort in Las Vegas.

Cooper's keynote presentation will deliver the "straight goods" on three of the most pressing challenges facing businesses today:

• How to create and deliver customer value that will increase market share and profitability in the face of stronger competition.

• How to communicate that value in a way that clearly differentiates you and creates powerful connections with your target customers.

• How to create an internal business environment that generates clarity of purpose, commitment, creativity, and effectiveness.

A sought after business coach who has worked with many Fortune 500 companies, Cooper spent 18 years with the family business, Cooper Canada. During that time, Cooper Canada became the world's leading manufacturer of hockey equipment and Canada's largest maker of sporting goods. Drawing on his real-life experience as a world-class manufacturer, retailer and tireless researcher, Cooper now devotes his full time to helping owners and managers redefine and reinvent their businesses.

"This is a timely topic that will set the stage for a great learning experience at the convention," RVDA Education Foundation Chairman Rick Horsey of Parkview RV Center. "Donald Cooper has an excellent message combined with an effective speaking style that attendees will enjoy."

"In today's competitive selling environment, creating value in the dealership as well as the product is extremely important," said RVDA Convention/Expo Committee Chairman Ron Wheeler of Wheeler Advertising. "Cooper has some great ideas that dealers and their key employees won't want to miss."

The RV Dealers International Convention/Expo featuring the RV Learning Center is one of the premier educational events of the year for RV retailers and includes workshops for dealers and their management, sales, F&I, parts & accessory, service, and rental employees. The RV industry's top manufacturers, suppliers, finance firms, and other service providers will also have exhibits in the Expo. The 10th Annual RVDA Education Foundation Classic Golf Tournament will be on Sept. 26th.



Sponsors for the 2005 RV Dealers International Convention/Expo (in alphabetical order by category) are:
EMERALD: Bank of America, Curomax Corporation. SAPPHIRE: Bank of the West, GE Commercial Distribution Finance Corporation, Onan, Protective, Workhorse Custom Chassis. RUBY: Assurant Solutions, Bombardier Capital, Diversified Insurance Management, Dometic Corporation, Freightliner Custom Chassis, Manheim, MBA Insurance. TOPAZ: Atwood Mobile Products, Ford Division/Ford Motor Company, KOA, Lance Camper Manufacturing Corp., RV Trade Digest, Woodall Publications Corporation, Zurich.

Dealership employees who register for the convention before July 27 can save \$330 off the first registration and \$385 off additional registrations. For registration options, exhibitor information, and schedule updates, visit www.rvda.org, send an e-mail to info@rvda.org or call (703) 591-7130.

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